

INSTRUCTIONS FOR USE OF THE HEAD START LOGO

A. General

The name "Head Start" was officially registered by the United States Commission of Patents and Trademarks on February 25, 1986, and was provided U.S. Trademark Registration Certificate No. 1,384,264. On March 11, 1986, the Head Start logo was registered officially and provided U.S. Trademark Certificate No. 1,385,972.

The terms of the registration are for twenty (20) years from those dates and can be renewed for subsequent 20-year terms at the appropriate time.

The registration was renewed. The Head Start logo trademark (Reg. No. 1,385,972) is not due for renewal until March 11, 2016 and the Head Start name (Reg. No. 1,384,264) is not due for trademark renewal until February 25, 2016.

The registration trademark symbol, ®, must appear by the name and logo at all times. It is not necessary for grantees and delegate agencies to discard their current inventory of material. However, grantees must add the trademark symbol when materials are reprinted.

B. Authorized Users

The Office of Head Start authorizes local Head Start grantees and delegate agencies to use the name and logo without further approval on stationary, posters, recruitment literature, newsletters and other promotional items designed to inform the local community of Head Start activities.

C. Use of Head Start Name or Logo on Items for Manufacture, Sale or Distribution

Only Head Start grantees, delegate agencies, and organizations that receive Head Start contracts, as well as non-profit organizations which represent Head Start programs, such as State or National Head Start Associations, may use the Head Start name and logo on items they sell or distribute. However, these organizations must obtain prior approval for the use of the Head Start name or logo from the Office of Head Start.

Grantees requesting approval to manufacture, sell or distribute items bearing the Head Start name or logo must identify at least one of the three additional cost alternatives to be used as stipulated in 45 CFR Part 74 or 92.

D. Approval

Requests to manufacture sell or distribute items bearing the Head Start name or logo must be submitted at least sixty (60) days prior to the anticipated date of the sale or distribution. Approved requests will be effective for a period not to exceed three years

and only for those items for which such written approval was granted. Requests for approval should be sent to:

**Office of Head Start
Administration for Children and Families/ACF
Department of Health and Human Services
1250 Maryland Ave, SW -- 8th Floor
Washington, DC 20024**

E. Restrictions

Unless otherwise approved, all unauthorized individuals, organizations and commercial firms must discontinue manufacturing, selling or distributing materials bearing either the Head Start name or logo on the effective immediately.

Unauthorized use of the Head Start name or logo should be reported immediately so that appropriate legal action can be taken. Reports of unauthorized use should be sent to the address above.